

INTISARI

Tujuan penelitian ini untuk mengetahui manajemen operasional paket wisata *city tour* di Karika Tour Yogyakarta. Manajemen operasional sangat penting dilakukan dalam biro perjalanan wisata. Hal ini dikarenakan, manajemen operasional memperlancar jalannya kegiatan bisnis suatu perusahaan, sehingga tujuan yang telah ditetapkan dapat tercapai.

Metode pengumpulan data yang digunakan adalah metode observasi partisipatoris, wawancara, dan studi pustaka.

Setelah dilakukan penelitian dapat disimpulkan bahwa manajemen operasional paket wisata *city tour* terbagi menjadi 3 bagian, yaitu : Pra-Tour, pada saat pelaksanaan tour dan pasca tour. Pra-tour berisi tentang proses order paket wisata dan persiapan teknis. Persiapan teknis yang harus dilakukan yaitu: penetapan destinasi wisata, penyusunan program perjalanan wisata/*itinerary*, reservasi transportasi bus, reservasi penginapan/hotel, reservasi rumah makan, penunjukan *tour operator* dan *helper*, penentuan *tour leader/guide*, briefing *tour leader*, menyiapkan properti wisata (P3K, Nomor Bus). Pada saat tour berisi tentang rincian kegiatan sesuai dengan *itinerary* yang telah dibuat. Dan pasca tour berisi tentang evaluasi, tanggapan kritik dan saran hasil dari tour.

Kata Kunci :KARIKA Tour, Biro Perjalanan Wisata, Manajemen Operasional,
Paket Wisata *City Tour*

ABSTRACT

This research is aimed to know the city tour package of Karika Tour Yogyakarta's operating managerial. Operational managerial was so important, because operational managerial could expended the business activities cycle in the company. Then the company's purpose could be achieved.

This research was using quantitative approach. The data was collected by using participatory observation, interviews and study of the literatures.

The conclusion of this research is that city tour package operational managerial was consisted into 3 parts, 1. Pre tour was contained about ordering process of tour package and technical preparations. The technical preparations are deciding the tour's destinations, arranging the trip's programs/itinerary, buss reservation, hotel reservation, restaurant's reservation, choosing tour operation and helper, choosing tour's leader/guide, tour leader's briefing, tour's properties preparation (first-aid, buss number). 2. Tour in process, was contained about the tour's details activity according to the itinerary. 3. Pasca tour, contained the evaluation, responses of tour activities.

Keywords: KARIKA Tour, Tour Destination Office, Operational Management, City Tour Package